

ABSTRACT OF THE DISCLOSURE

An image encoding device equipped with a transformation component which transforms given image data into transformation coefficients by subjecting this image data to a frequency decomposition, a dividing component which divides the transformation coefficients produced by the transformation component into a selected region on the image and a non-selected region other than the selected region, and an encoding component which encodes the transformation coefficients by preferentially allocating a greater quantity of information to the selected region than to the non-selected region, and the dividing component performs an equation evaluation of numerical equation data that stipulates the boundary of the selected region, and determines whether the transformation coefficients belong to the selected region on the basis of the results of this equation evaluation, to perform the division into a selected region and non-selected region during image encoding with less processing.